



Civility, Safety & Interaction Online

 Vietnam, January 2019

Key Findings – Vietnam

- **The nature of online risk types:** The types of risks that stood out for Vietnam compared to the global averages included: 1) receiving unwanted sexual messages or imagery, 2) encountering fake news, and 3) being contacted by a stranger to collect personal information
- **Our social circles became more risky:** Within Vietnam, risks from family and friends also increased significantly to 20% (+6%), although the gain was not as pronounced as in other countries
- **The pain from online risks was significant:** Within Vietnam, moderate to severe pain was experienced by 63% of consumers, notably above the global average
- **Consequences were up; positive actions were down:** Vietnam consumers matched the WW trend for consequences and were more likely to say that their lives became more stressful after online risk exposure; in terms of positive actions taken, there was a 7-point decline in treating people with respect online
- **Millennials and boomers were hit hardest by risks:** More millennials in Vietnam suffered moderate to severe pain from online risks, compared to their global peers (71% vs. 60%)
- **There was a surge in teens asking for help.** In Vietnam, teens were above the global average in asking for help from an adult with an online issue (36%), but fewer teens sought help from a parent (35%)
- **No change in DCI:** Vietnam registered no change in DCI and ranks #15 out of the 22 countries surveyed in the latest study

Nature of online risk types in Vietnam

- The most common type of unwanted contact involved attempts to collect personal information; being asked inappropriate questions by a stranger was notably higher than the global average
- Vietnamese were most likely to encounter fake news and internet hoaxes, but the latter was 5 points below the global average
- Various forms of bullying were the most typical behavioral risks experienced; purposeful embarrassment was higher than the global average and experienced by 45% of respondents in Vietnam
- Receipt of unwanted sexual imagery or messages dominated this category both in Vietnam and globally; unwelcomed requests for sexual favors was 11 points higher in Vietnam than globally

Top 3 Unwanted contact	Vietnam	Global
I was contacted by someone I didn't know to collect personal information	55%	42%
I was asked inappropriate or personal questions by someone I did not know	50%	36%
I was repeatedly contacted through electronic means after I made clear the contact was unwelcome	40%	32%

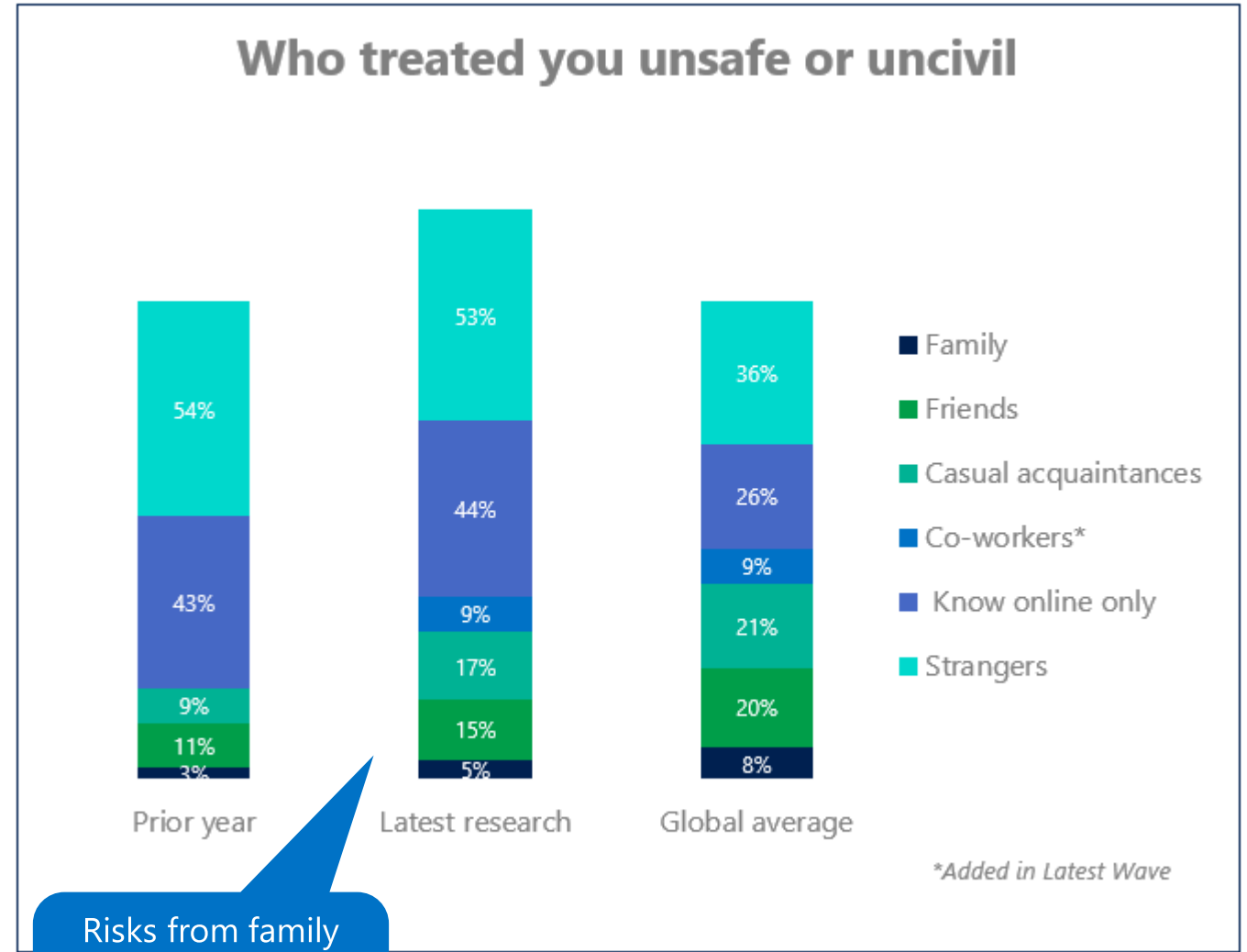
Top 3 Hoaxes, scams & frauds	Vietnam	Global
Fake news	57%	57%
Internet hoaxes	45%	50%
Phishing/Spoofing	41%	29%

Top 3 Behavioral risks	Vietnam	Global
Someone tried to embarrass me on purpose	45%	38%
Someone called me offensive names	43%	51%
Someone posted false or misleading information about me online	40%	22%

Top 3 Sexual risks	Vietnam	Global
I received unwanted sexual messages or images	60%	67%
I received an unwelcomed request for a sexual favor	44%	33%
I received an unwelcomed request to send intimate images of myself or others	31%	32%

Social circles became riskier in Vietnam

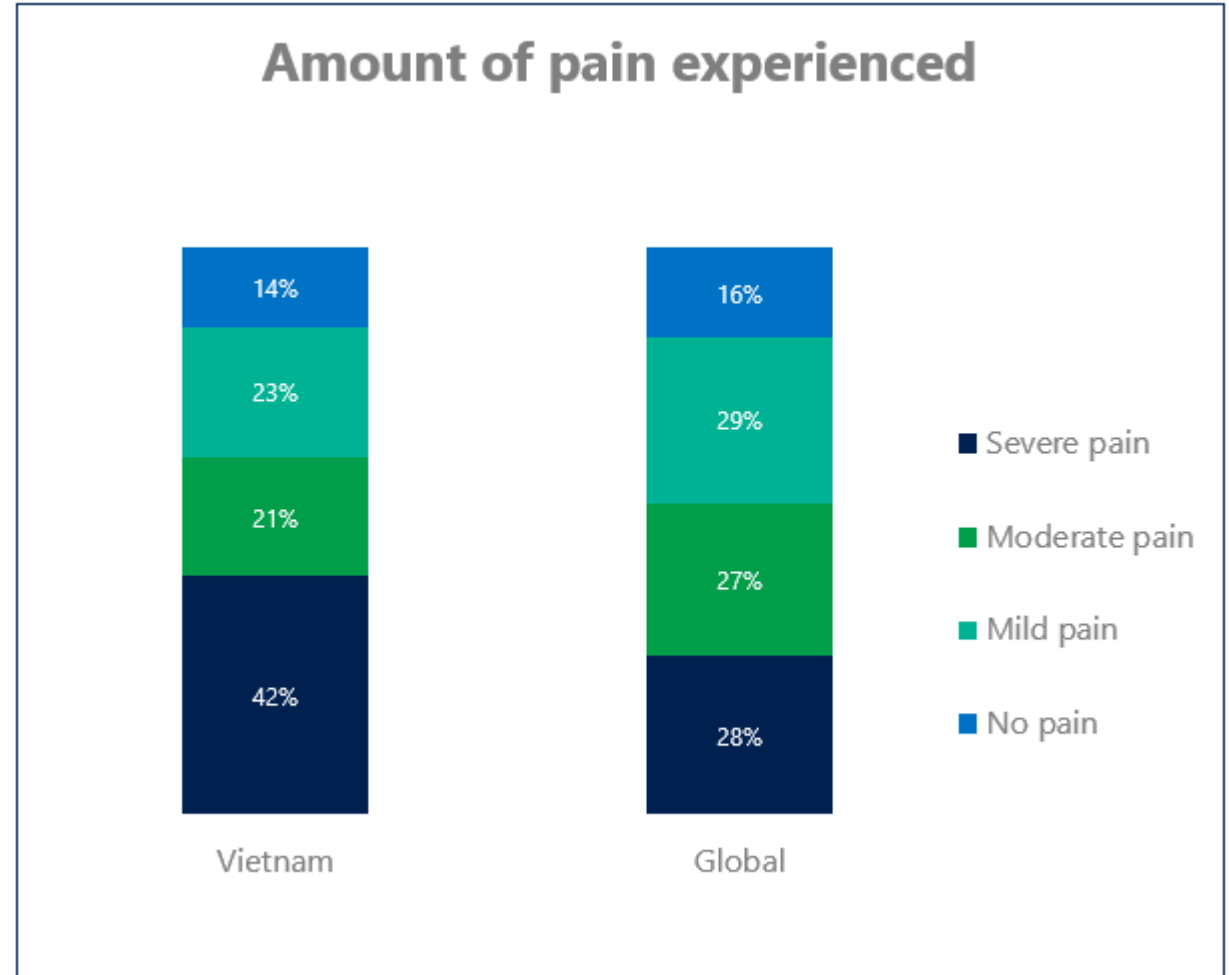
- Worldwide, while 62% of online risks were sourced from strangers and people respondents knew online only, family and friends accounted for 28% of online risks, up 11 points YOY
- Within Vietnam, risks from family and friends also increased to 20%, though the gain was not as pronounced as in other countries (+6% versus previous year)



Risks from family & friends +6 points in Vietnam (+11 WW)

Severe pain from online risks was higher in Vietnam

- Worldwide, 55% of consumers reported experiencing moderate or severe pain due to online risks, with 16% saying they felt no pain at all
- Within Vietnam, moderate to severe pain was experienced by 63% of consumers, notably above the global average; in addition, Vietnamese reported significantly higher levels of severe pain from online risks compared to the rest of the world (42% vs. 28%)



Vietnam experienced more consequences from risks and were less inclined to take positive actions

- Worldwide, there was an increase in consequences and a decrease in positive actions; the top five consequences showed 3- or 4-point increases from the previous year; people also were less likely to take positive actions (-3 to -5 points)
- Consumers in Vietnam matched the WW trend for consequences and were more likely to say that their lives became more stressful and that they backed away from social media after online risk exposure
- Vietnam showed drops in positive actions and were less likely to say that they treated others with dignity and respect

Consequences: Vietnam	Latest research*	▲
Became less trusting of other people online	45%	4%
Became less trusting of other people offline	36%	4%
My life became more stressful	40%	10%
Lost sleep	38%	5%
Was less likely to participate in social media, blogs and forums	25%	10%

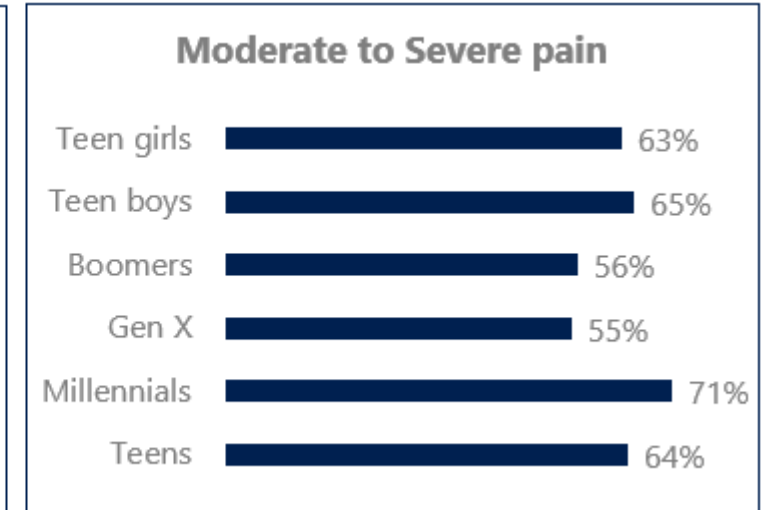
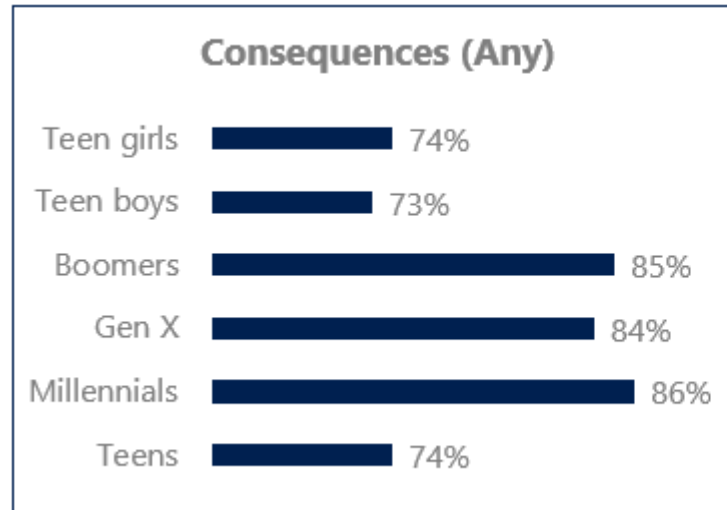
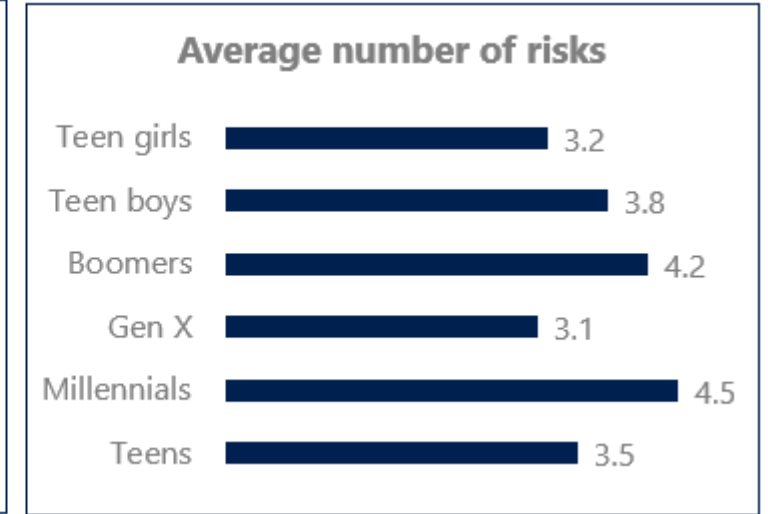
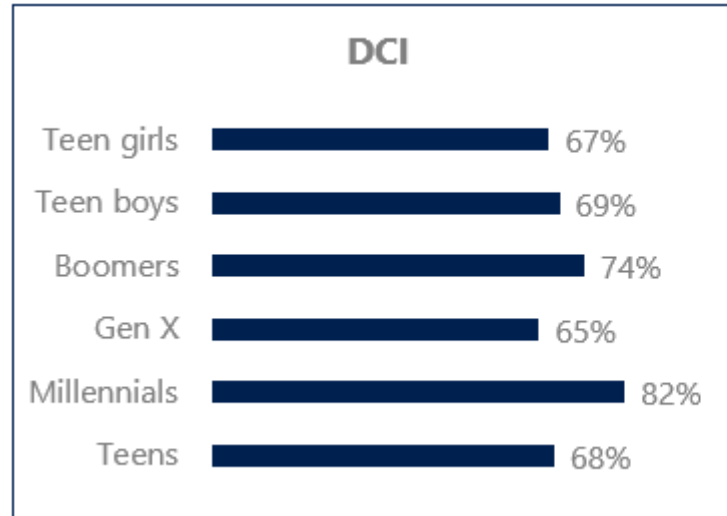
Positive Actions: Vietnam	Latest research*	▲
I paused before replying to someone I disagreed with online**	34%	-6%
I defended someone who was treated unsafe or uncivil online**	14%	0%
I treated the other person with dignity and respect**	26%	-7%
I used tighter privacy settings on social media	45%	-1%
I showed respect for other people's point of view**	25%	-5%

*Worldwide trend based on 20 countries common in latest research and prior year

**Digital Civility Challenge item

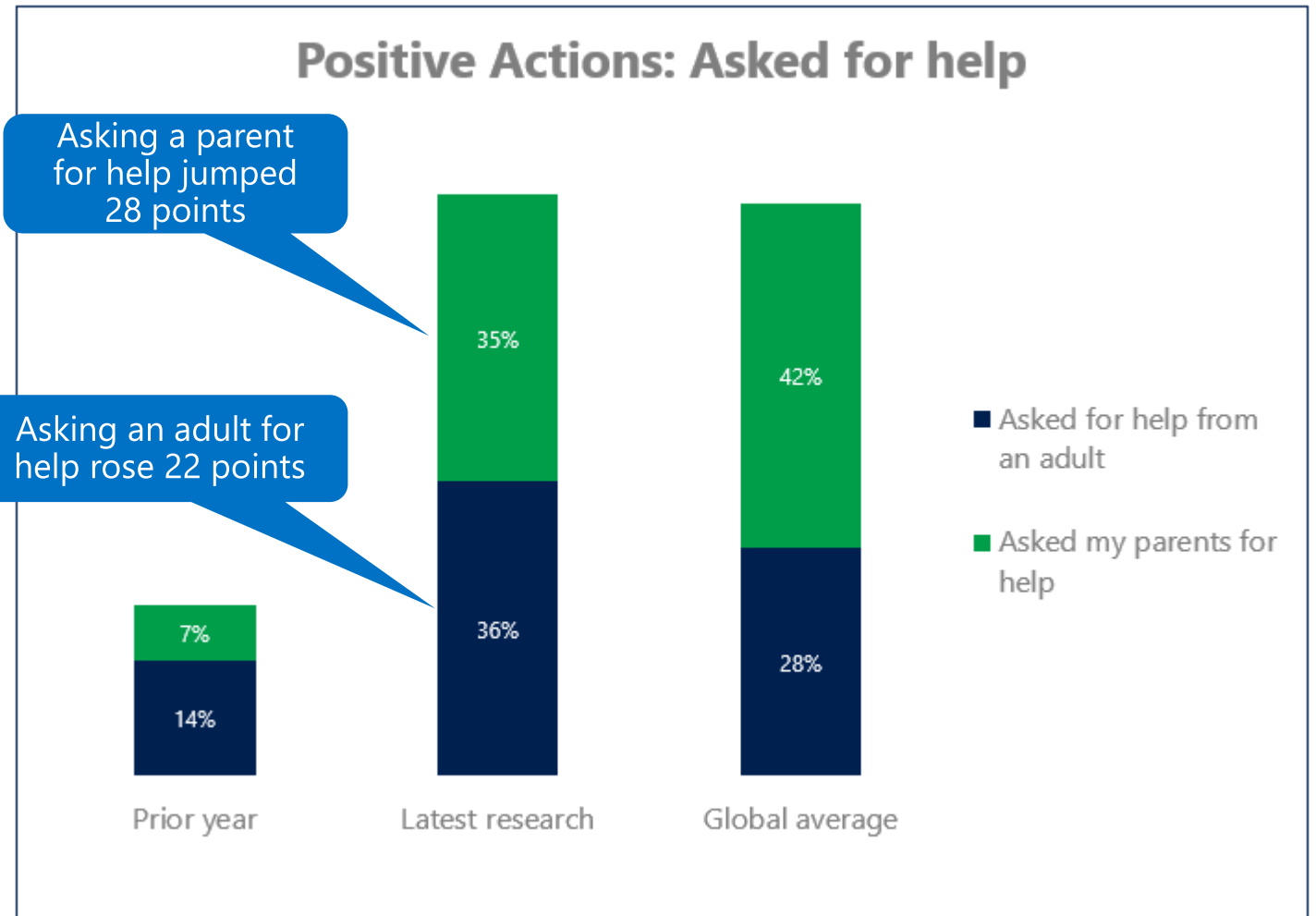
Millennials and Boomers were hit the hardest

- Online risks had some of the strongest impacts on millennials and boomers in terms of risk exposure, consequences and the attendant psychological, physical and emotional pain
- Overall, exposure to risks as measured by DCI and average number of risks was higher than the global averages
- More millennials in Vietnam suffered moderate to severe pain from online risk exposure compared to their global peers (71% vs. 60%)



More teens asked for help with online risks

- Worldwide, there was a surge in teenagers asking for help with online risks from both parents (+32 points to 42%) and other adults (+19 points to 28%)
- In Vietnam, teens were above the global average in asking for help from another adult (36% vs. 28%), but reported a smaller percentage when asked about seeking help from their parents (35% vs. 42%); both totals still outpaced results from the prior year's study



DCI trend

- Worldwide, Microsoft's Digital Civility Index (DCI) fell two points from the previous year, driven by a widespread decline in unwanted contact
- Vietnam registered no change in DCI and ranks #15 out of the 22 countries surveyed

DCI Rank	Country	Region	2 years ago	prior year	latest research
	Global		65	68	66
2	United States	N. America	56	61	51
8	Canada	N. America			60
1	United Kingdom	W. Europe	45	51	50
3	France	W. Europe	60	58	52
4	Belgium	W. Europe	59	61	56
5	Germany	W. Europe	62	65	57
9	Italy	W. Europe		63	62
11	Ireland	W. Europe		64	68
16	Hungary	CEE		73	72
19	Russia	CEE	74	75	74
6	Malaysia	APAC		56	58
7	India	APAC	63	61	59
10	Singapore	APAC			63
15	Vietnam	APAC		71	71
12	Mexico	Latam	76	71	69
13	Brazil	Latam	71	71	70
17	Colombia	Latam		77	72
18	Argentina	Latam		75	74
20	Chile	Latam	72	73	75
22	Peru	Latam		78	79
14	Turkey	MEA	71	72	71
21	South Africa	MEA	78	77	78